You and your family can be ready for emergencies. Visit mass.gov/dph/ready 🕲

National Preparedness Month provides an opportunity to raise awareness for the important work being done to ensure our communities are safe, healthy and ready for emergencies. The Massachusetts Department of Public Health (DPH) Office of Preparedness and Emergency Management again is sponsoring a statewide campaign to encourage Massachusetts residents, families and communities to make plans and prepare for public health and medical emergencies, threats and disasters.

This year's **Know Plan Prepare** campaign continues the legacy of the Together We're Ready: Massachusetts Prepared campaign of previous years, with a bit of a new look and a slight shift in focus and approach. DPH has created two 30-second TV ads that will begin airing in September. The first of the two ads is a direct appeal that features a range of diverse people in various settings explaining how they prepare for emergencies. The second ad is animated – it features a villain, Captain Chaos, who brings various disasters to families only to find that his destructive efforts are thwarted by prepared family members. Each ad closes with a line that says, "Emergencies can happen at any time" along with a call to action to "Download a preparedness checklist today" at mass.gov/KnowPlanPrepare. The ads will be available for viewing on the campaign webpage at the end of August.

The preparedness checklist included in the ads' call to action is available on the DPH campaign page. It is posted on the website as a fillable pdf, and individuals can enter their personal information, print copies and save it to their computers so that they can modify it at any point in time should their information change. This year's campaign also will feature a giveaway item, a reusable grocery tote with the Know Plan Prepare logo and a checklist of emergency kit items that serves as a reminder for people to pick up these goods while they're out shopping. The tote is a great way to educate and remind people about preparedness, and campaign participants are encouraged to place copies of the Together We're Ready brochure (available <a href="here">here</a> in the Massachusetts Health Promotion Clearinghouse), the MA Responds recruitment trifold, and any other marketing materials you'd like to pass along to the public in the bag.

DPH continues to maintain one central web page at mass.gov/KnowPlanPrepare (the same site as www.mass.gov/dph/ready) to provide information, tips and links for the public. The web page also provides resources to support local, regional and state preparedness initiatives for you to use with your community or organization.

Questions about the campaign can be forwarded to Kerin Milesky at kerin.milesky@state.ma.us. Thank you for all of your efforts that support making our communities more resilient and able to respond to emergency events.